

Kansas Polled Herefords on the Prairie



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Year-End Report Shows Hereford Demand Up, Efficiency Proven

Breeders experienced an increase in demand for Hereford genetics during the 2007-2008 American Hereford Association (AHA) fiscal year. And, the Association released phase I results from a study validating the efficiency of Hereford and Hereford-influenced cattle.

"Hereford breeders are seeing the shift in demand," says AHA Executive Vice President Craig Huffhines. "Their private treaty sales are stronger; the last four years of production sales have reflected an extremely strong bull demand and the demand for Hereford females is unprecedented."

AHA reports the average price paid for a Hereford bull this fiscal year increased by \$287 per head, with the average price being \$3,272. That's an 11.5% increase during the last four years.

Also, breeders saw an increase in demand for purebred Hereford females. More than 3% more females were sold this fiscal year.

The total number of purebred Herefords sold increased as well, by more than 750 head. And the price Hereford breeders are receiving for their cattle increased; the average price paid per head was up more than 4% or \$123.

And all this progress was made during a year where the price of fuel and feed skyrocketed and many cattlemen felt the pinch. Because of inflating inputs, the Hereford breed's efficiency has never been more valued.

The results from the first year of the Harris Ranch study quantified the value of Hereford genetics and heterosis. Hereford bulls and Angus bulls were bred to predominately Angus cows and the progeny were compared with the Hereford-sired calves carrying the advantage in nearly every production phase from weaning to harvest. Ultimately, in the first calf crop, the Hereford-sired calves had about a \$78 per head advantage in profitability compared to the Angus-sired calves.

Other research projects at Circle A Ranch and the University of Missouri are finding similar results further proving Herefords are the efficiency experts.

Certified Hereford Beef (CHB) LLC also experienced an increase in demand this year. CHB LLC packing partner National Beef Packing Co. LLC had such a demand for Hereford-influenced beef, they launched an ad campaign to find more Hereford and black-whiteface cattle eligible for the program.

CHB sales were up about 1.4 million lb. with a large portion of



that being on the foodservice side. Foodservice sales increased 50% from 2.9 million lb. last year to 4.4 million lb. this fiscal year.

Hereford Verified, the AHA's traceable program for Hereford-influenced calves that provides producer bonuses and data on cattle that meet CHB requirements, boasted a 58% increase in harvested cattle. This fiscal year a total of 12,260 head were harvested through the program, with 15,056 enrolled.

Also, noted at the fiscal year's end are registrations, transfers, total cow inventory and memberships. The second largest cattle breed in the U.S., Hereford reported 63,943 registrations, 33,912 transfers and 107,521 total registered cows. The Association has 3,354 adult members and 2,239 junior members.

**Kansas Polled Herefords
on the Prairie**

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**King Elected AHA
President**

Bill King, Stanley, N.M., was announced as the new president of the American Hereford Association (AHA) during the Annual Membership Meeting in Kansas City, Mo., Nov. 3.

Bill owns Bill King Ranch in Stanley, N.M., which includes a 300-head registered Hereford cow-calf operation along with other cattle, farming and feedlot enterprises. He was elected to the AHA Board in 2005. This past year, Bill served as AHA vice president and chaired the finance committee, and also served on the executive and building committees.

The new president says he plans to continue to work on and expand the initiatives the Board has focused on in recent years. "We will continue to focus on growing the Certified Hereford Beef (CHB) program, continue working to prove Hereford efficiency in the feedlot and in the commercial industry and support and enhance youth program and activities," he says.

Bob Harrell Jr., Baker City, Ore., was selected to serve as the 2009 AHA vice president. Harrell and his family operate Harrell Hereford Ranch in eastern Oregon.

The AHA membership elected three new Directors during the membership meeting. David Breiner, Alma, Kan.; Paul Funk, Copperas Cove, Texas; and Jimmie Johnson, Clinton, Okla., will serve four year terms on the 12-member Board.

Upcoming events

- Dec. 12-14 Kansas Beef Expo, Hutchinson
- Jan. 14-17 National Western Stock Show, Denver
- April 3 Sandhill Farms Production Sale, Haviland

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Kansas State Fair Champions Selected Sept. 11



Champion bull, *Kansas State University, Manhattan Kan.; R. Schlegel & Sons, Olney, Texas; and Shamrock Cattle Co., Lohrville, Iowa, with KSU Wildcat 656 ET, 8/30/06, by BR Moler ET.*



Reserve champion bull, *Roxane Gebhart, Claremore, Okla.; and Robinson 5R Farms, Hollis, Okla., with 5R Beacon Hill Model 37T, 3/16/07, by BR Moler ET.*



Champion female, *Laken Lierle, Ft. Cobb, Okla., with TCL Gold Laryn 402, 5/15/07, by KW Golden Duke.*



Reserve champion female, *Kati Fehlman, Junction City, with BR Marie Lavoe 7159, 10/11/07, by BR Lansing 3060.*

Kansas Junior Livestock Show Hereford Champions Recognized

Champion female, Kati Fehlman, Junction City, with BR Marie Lavoe 7159, 10/11/07, by BR Lansing 3060.

Reserve champion female, Ben Jensen, Courtland, with KJ 2054 Mistress 544T ET, 9/26/07, by KCF Bennett 3008 M326.

Champion steer, Lauren Prill, Wichita, with a 1,314-lb. steer.

Reserve champion steer, Shelby Hutchinson, Chapman, with a 1,227-lb. steer.

Showmanship: Lauren Prill, junior champion; Tanner Aherin, Phillipsburg, junior reserve; Wyatt Schumann, Lecompton, junior third; and Brady Jensen, Courtland, senior, fourth.

Kansas State Fair Junior Hereford Winners Named

Champion horned female, Brady Jensen, Courtland, with KJ 1927 Bridgett 325S 10/5/06, by KJ BJ Bounty Hunter 741P.

Reserve champion horned female, Brooke Jensen, Courtland, with KJ 1927 Bridgett ET, 10/05/06, by KJ BJ Bounty Hunter 741P.

Champion polled female, Brady Jensen with KJ HVH 33N Radisson 473T ET, 3/11/07, by Radar M326 R125.

Reserve champion polled female, Brooke Jensen with KJ 2054 Mistress ET, 9/26/07, by KCF Bennett 3008 M326.

Champion steer, Shelby Hutchinson, Chapman, with a 1,250-lb. steer.

Reserve champion steer, Robert Craig, Scandia, with a 1,305-lb. steer.

Showmanship: Brooke Jensen, champion junior; Brady Jensen, reserve senior.



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Audrey Hambright, Chapman, Kan., was presented a \$2,500 Hereford Youth Foundation of America (HYFA) scholarship during the during the American Hereford Association Annual Meeting in Kansas City. Pictured presenting the awards is Ray Ramsey, HYFA president. Hambright is a junior majoring in agricultural communication and animal science at Kansas State University (K-State). She attended Colby Community College for two years before transferring to K-State. She plans to pursue a career at a livestock publication to help distribute truthful information about the beef industry. She has served on the board of directors for the Kansas Junior Polled Hereford Association and the Kansas Junior Livestock Association.



KJ C&L BJ 204 Authentic 294S owned by Brooke Jensen, Courtland, Kan., was named the 2008 Northwest Region Horned Show Bull of the Year. Kevin Jensen is pictured accepting the award.

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